

ORDER

**KSNV**

Orders
Order / Rev: 107430
Alt Order #: 06860849
Product Desc: PAT MAJORITY USA
Estimate: 1966
Flight Dates: 10/04/12 - 10/12/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	57	\$85,700.00	\$72,845.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$85,700.00	\$72,845.00	0.00
Totals	57	\$85,700.00	\$72,845.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	27%	\$85,700.00
Market	100%	\$317,407.41

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$95,222.22
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$69,829.63
KTUD	1%	\$3,174.07
KVVU	15%	\$47,611.11
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,870.37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$900.00		0.00				

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E 1	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$900.00		0.00						
E 2	KSNV	10/04/12	10/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	8	\$1,900.00	1	0.00	NM	8	\$15,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	8		\$1,900.00		0.00						
E 3	KSNV	10/04/12	10/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$500.00		0.00						
E 4	KSNV	10/04/12	10/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$325.00		0.00						
E 5	KSNV	10/06/12	10/07/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----SS	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----SS	1		\$750.00		0.00						
E 6	KSNV	10/04/12	10/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$500.00		0.00						
E 7	KSNV	10/04/12	10/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$325.00		0.00						
E 8	KSNV	10/04/12	10/10/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$600.00		0.00						
E 9	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$900.00		0.00						
E 10	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$900.00		0.00						
E 11	KSNV	10/04/12	10/10/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,800.00	1	0.00	NM	5	\$9,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	5		\$1,800.00		0.00						
E 12	KSNV	10/06/12	10/06/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$525.00		0.00						
E 13	KSNV	10/04/12	10/10/12		CM	630-730pm	MTWTF--	:30	5	\$1,700.00	1	0.00	NM	5	\$8,500.00

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EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1				\$1,800.00		0.00			
E 26	KSNV	10/11/12	10/12/12	M-F Jeop/Wheel	CM	630-730pm	----F--	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
				M-F Jeopardy/Wheel of Fortune											
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1				\$1,700.00		0.00			
E 27	KSNV	10/11/12	10/12/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--		1				\$1,400.00		0.00			
													Totals	57	\$85,700.00